

Be Inspired to Be



Profile: The business was established by Belinda O’Neill in 2021. The business sought support to develop a professional podcast and upskill in emerging technologies. All to be linked in closely with Belinda’s book publishing and distribution avenues. The owner wanted to explore all aspects of podcast creation, production, and distribution coinciding with the launch of her new book “Be inspired to be”.

Challenge: Podcasting is not a new concept but combining podcasting with book publishing is a relatively new concept in Northern Ireland. The author has just published her first book and is considering additional ways to make a revised version more innovative, for example, with 3D QR codes, incorporating talking-book technology, and/or linking future publications to podcast subscriptions.

Solution: The Southern Regional College (“SRC”) offered a solution through the Innovation Voucher programme, funded by Invest NI. This enabled Belinda to apply for a voucher, which bought over 60 hours of experts’ time. SRC worked with Belinda to create a new business podcast from scratch including assistance with live recording in a podcast studio. The business was introduced to the concept of audio books and 3D QR codes and will embed these technologies in future publications.

Benefits: As a result of help received, the company has now raised its online profile and gained a new audience of podcast listeners. Some of these are existing customers who have purchased “Be Inspired To Be” 1st edition. Secondly, Belinda has seen a higher demand for her services as a business coach/speaker.